



Summer Symposium on Emerging Issues

Show Me the Data!

The Data-Driven Development Office

July 18 – 20, 2010

Metropolitan Community College, NE

Fort Omaha Campus

Mule Barn, Building 21

Sunday, July 18

10:00 am – 4:00 pm

Registration

Mule Barn, Building 21

Lunch on own

Either at Magnolia or on Campus

12:30 pm and 1pm

Shuttles to Fort Omaha Campus

1:30 pm – 2:15 pm

Opening Session and Keynote Speaker

Welcome:

Debra Wilson, President, Council for Resource Development

Jim Grotrian, Executive Vice President, Metropolitan Community College

Dr. William Trueheart, President & CEO, Achieving the Dream Community Colleges Count

2:30pm – 4:30 pm

Foundation Funding Perspectives

Leading Foundation executives will share what they look for in data, both to make the case and to demonstrate outcomes. You will learn how to make sure the data you collect will strengthen your request and support subsequent reporting.

Caroline Altman Smith, Program Officer, Kresge Foundation, MI; Katie Weitz White, Director of Impact Planning and Improvement, Sherwood Foundation, NE; Dr. William Trueheart, President & CEO, Achieving the Dream, NC

4:45pm and 5:15pm

Shuttles back to hotel

6:30 pm – 7:30 pm

Reception with light hors d'oeuvres at the Magnolia Courtyard

7:30 pm

Dinner on your own

Monday, July 19

6:00 am – 8:00 am

Networking Breakfast

Magnolia Hotel Lounge

7:30 am and 8:00 am

Shuttles to Fort Omaha Campus

8:30 am – 10:15 am

Federal Funding Perspectives

This panel of public agency representatives who work with community colleges will present information on what data they look for to make the case for funding and to demonstrate outcomes. You will learn how to make evaluation part of the proposal process to increase competitiveness in the initial application and to provide more effective project implementation and reporting.

Moderator: Brenda Mitchell, Executive Director of Institutional Advancement, Prince Georges Community College, MD; Panelists: Gail Schwartz, Senior Advisor for Community Colleges, U.S. Department of Education;

10:15 am

Break

10:30 am – Noon

Accreditation and the Development Office

Representatives from two accrediting bodies will share how development office's gathered data can help support the college's case for accreditation. You will learn how your development offices need to fit into the accreditation process, how you can strengthen that participation, and how the process can build and support your office's function.

Robert R. Appleson Vice President for Accreditation Relations, The Higher Learning Commission, IL; Dr. Christine Valuckas, Vice President of Administration Services, Cecil College, experienced Middle States Commission on Higher Education evaluator

12:15 pm – 1:15 pm

Lunch and Roundtable Discussion Topics

Institute for the Culinary Arts

1:30 pm – 3:00 pm

Corporate Funders/Donors Perspectives

Decision-makers from national corporate funders and donors will address the kinds of data that they expect to receive from grantees in accordance with their missions/goals. Do corporations/corporate foundations require data/metrics from grantees that demonstrate that their philanthropy is being used in accordance with their giving priorities and intent? Do they consider other criteria (such as market penetration/customer or prospective employee development, etc.) when making funding decisions? In this conversation the panel will explain the data they look for to strengthen a proposal or ask and demonstrate success that is different from other foundations or public funding organizations.

Moderator: Mary Heiss, Director of Advancement, American Association of Community Colleges, Washington, DC; Celann LeGreca, Vice President of Community Investment and Special Counsel to the CEO, Blue Cross Blue Shield of Nebraska;

3:00 pm

Break

3:15 pm – 5:00 pm

Data Collection Experts Perspectives

Our offices collect and use data in a number of ways; to create benchmarks, to identify trends, and to stay connected with our constituencies. Spokespersons from leading data collection companies will discuss how use of a variety of sources can strengthen and streamline your data collection initiatives.

Luke Jankovic, Business Development, ESMI, ID; Kimberly Mullins, Account Executive, WealthEngine, MD; Lawrence Henze, Managing Director, Target Analytics

5:15 pm and 5:45 pm

Shuttles back to Magnolia Hotel

5:30 pm – 6:30 pm

Reception at Magnolia Hotel

Lounge

6:30 pm

River Star City Dinner Cruise for attendees who have pre-purchased tickets.

Guest MUST arrive no later than 6:15 pm! Hotel will provide transportation.

or Dinner on your own

Tuesday, July 20

6:00 am – 8:00 am

Networking Breakfast

Magnolia Hotel Lounge

7:30 am and 8:00 am

Shuttle to Fort Omaha Campus

8:30 am – 9:45 am

Community College Perspectives

Hear from community college colleagues about best practices in data collection and use in fundraising, grant functions, and donor relations. You will learn how you can create your best data collection and use processes protocols.

Kathrine Swanson, Vice President for Institutional Effectiveness and Enrollment Management, Montgomery County Community College, PA; Kathy Hall, Vice President for Resource Development, Kirkwood Community College, IA; and Susan Bigelow, Vice President of Development and Executive Director of Northern Wyoming Community College District, WY.

9:45 am

Break

10:00 am – 11:30 am

Development Office and Institutional Research Partnerships

How can your college make sure staff gain the insights they need to make the right choices about how the college serves its students? How can captured data be used to help students be successful and how can this information provide a snapshot of the organization's overall health? Learn how data can be used to recruit and market potential students, impact retention and create a tracking system of students once they graduate from college. The information gained from this program will be valuable for both your grant program and your foundation advancement efforts.

Joe DeHart, Executive Director of Institutional Effectiveness, Des Moines Area Community College, IA; Ganesh Ganpat, Executive Director, DMACC Foundation, IA; Joseph Stiso, Associate Vice President for Institutional Advancement, Mt. Wachusett Community College, MA; Stacy Cofer, Chief Advancement Officer, Butler Community College, KS; and Dr. Gene George, Executive Director of Research and Institutional Effectiveness, Butler Community College, KS

11:45am & 12:15 pm

Shuttles back to the Magnolia Hotel